

SYSTEM AND METHOD FOR PREVIOUS CUSTOMERS WITH PRODUCT SAMPLES

ABSTRACT

5 A method and system for providing a customer with various different
samples of products that are shipped on a subscription basis over a period of
time. The different samples of the product are sent to the customer based on
the period of subscription. In particular, the invention is directed to a system
and method for providing a customer with different samples of publications
over a trial, or sample-subscription period. The customer can choose between
10 a predetermined interest category of publications or may choose to formulate a
customized personal-interest category. During the sample-subscription period,
the customer will then be sent various publications, e.g., a different
publication during each delivery cycle, e.g., each month, based on the chosen
interest category.

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